

# Firm 7 Marketing

# Tri Bureau Mortgage Triggers

## SUMMARY

With Mortgage Inquiry Triggers you can identify and communicate with credit worthy consumers at the precise time when they will be most receptive to your offer. Derived from inquiries into a consumers credit report, these prospects are actively searching for new or refinance mortgage options. Firm 7 Marketing evaluates enormous amounts of inquiries from the three credit repositories to identify consumers who are in an immediate need of a mortgage.

**Updated**  
Daily

## ADDITIONAL NOTES

**Minimum Order:**

2,500 records or \$750, whichever is greater.

**Cancellation Charges:**

\$100 flat

**Sample Mail Piece and/or Telemarketing Script is Required.**

## DELIVERY & FORMATS

**Formats:**

Comma or Tab Delimited  
Fixed - Excel - Custom

**Delivery:**

E-Mail or FTP	\$50.00
CD-Rom or DVD Rom	\$50.00
Diskette	\$50.00
3 x 5 Cards	\$15/m
P/S Labels	\$11/m

## PRICING

Daily Triggers	\$650/M
Weekly Triggers	\$300/M
Daily/Weekly with phones add	\$50/M

## SELECTS

**Baseline Selects**

Geography  
Phone Numbers  
Inquiry Days/Weeks Back  
Much More...

**Mortgage**

Mortgage Balance  
Estimated LTV  
Current Homeowner or Renter  
Lendable Equity  
Much More...

**Credit**

FICO  
Revolving Debt Balance  
Bankruptcies  
Much More...

**Please call for full attribute guides for daily and weekly triggers.**

## CONTACT INFORMATION

**Office:** 216.402.9233  
**Fax:** 866.522.4730  
**E-Mail:** [admin@firm7marketingsvcs.com](mailto:admin@firm7marketingsvcs.com)  
**Web:** [www.firm7marketingsvcs.com](http://www.firm7marketingsvcs.com)

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